FAX

Date 08/15/97

Number of pages including cover sheet 2

TO: Ginger
Quick Chek Food Stores

Phone
Fax Phone 908-534-9216

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco Company
400 Raritan Center Parkway
Edison, NJ 08889

Phone 908-225-4774
Fax Phone 908-417-9076

CC:

REMARKS: ☐ Urgent ☐ For your review ☒ Reply ASAP ☐ Please Comment

Ginger:

Attached is a *Personal Selling Program* for all stores (except 125, 33, and 34). Please review with Mike and Glenn.

This program could generate a huge amount of extra sales for WINSTON in all stores, as well as add to the Direct Mail listing for future Programs.

Thanks!

Nick

51846 5404

Source: https://www.industrydocuments.ucsf.edu/docs/rnky0000

Quick Chek Food Stores
RJR "Personal Selling Program"

- Time Frame: September 11, 12, 13
- Hours: 11:30 AM-2:30 PM and 3:30 PM -6:30 PM
- Stores: 30 stores each day/3 hours per store
- Program
  - Communication of new WINSTON to all smokers over 21 years of age
  - Offer: Buy 1 Pack get 2 Packs Free
  - Free Thunder theater Video
  - Free Kick In the Asphalt CD
  - Team WINSTON Racing Application
- Store Requirements
  - Must have adequate WINSTON Product on hand
  - Must be located at least 500 feet away from youth activities, schools and campuses
  - Must comply with local ordinances regarding promotion of cigarettes.
- All participating stores to be contacted two weeks prior to Program inception.

Source: https://www.industrydocuments.ucsf.edu/docs/rnky0000